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REMARKS

Applicant has carefully reviewed the Office Action dated November 12, 2003. Claims 1-28 are pending in this application. Applicant has amended Claims 1 and 14 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 1-26 stand rejected under 35 U.S.C. 102(e) as being anticipated by *Buckley et al.*, U.S. Patent No. 6,446,871. This rejection is respectfully traversed with respect to amended claims.

Applicant's present inventive concept, as defined by the amended claims, is directed to a device that has a unique code associated therewith that is unique to that triggering device. Therefore, a manufacturer or advertiser can provide this triggering device to an individual. When the individual is proximate to the interface device, i.e., a computer, the user can either hard connect the triggering device to interface therewith or wirelessly interface it therewith. Once this interface is effected, then the interface will automatically jump to a website of the advertiser. This is facilitated by utilizing a relational database wherein the unique code is matched against a URL and then this URL utilized to "push" the interface device to the particular and associated web page.

The *Buckley et al.* reference, in contradistinction to Applicant's present inventive concept, utilizes a scanner for scanning a code. There is no unique code associated with the triggering device; rather, the only code associated therewith is one that is scanned into the pen. There is thus no "unique" association of that code with the triggering device or pen. As such, this deficiency clearly does not support the 35 U.S.C. 102(e) rejection. As to the reference rising to the level of obviating reference, Applicant believes that this is not the case, since the whole purpose of the pen is to allow collection of data and then to transmit this data in the form of codes to a web site to return URL's to the user's display, such that the user can select the URL's of choice. The system of the present invention automatically "jumps" to the website in accordance with the unique code. Thus, Applicant therefore respectfully requests withdrawal of the 35 U.S.C. 102(e) rejection with respect to Claims 1-26.

AMENDMENT AND RESPONSE

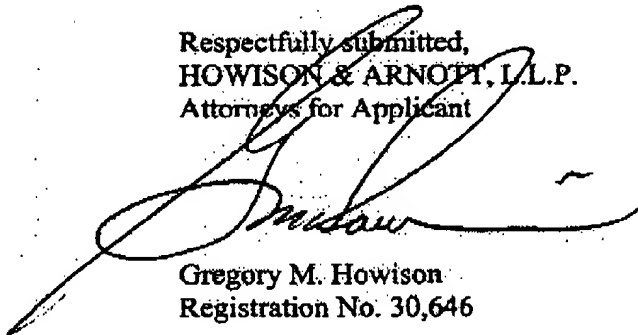
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Applicant has now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-25,355 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
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